1   I claim:

2   1. The method of operating a client system and a server to construct a composite

3   image, the components of the composite image comprising first and second images, first and

4   second libraries being provided at the server to store respectively sets of the first and second

5   images, said method comprising the steps of:

6   a)   establishing a communication session over a communication link

7   between the server and the client system;

8   b)   facilitating a user at the client system during the course of said

9   communication session to select from the first library a selected one of said set of first

10   images;

11   c)   facilitating the user at the client system during the course of said

12   communication session to select from the second library a selected one of said set of second

13   images;

14   d)   accessing at the server from the first and second libraries said selected

15   ones of said first and second images;

16   e)   superimposing at the server said selected one second image on said

17   selected one first image to provide said composite image; and

18   f)   transmitting from the server to the client system said composite image.

19   2.   The method of operating a client system as claimed in claim 1, wherein said

20   selected one first image comprises a promotional product, and said selected one second

21   image comprises a logo, and there is further included a step of displaying at the client system

22   said composite image as a logo superimposed on a promotional product.

23   3.   The method of operating a client system as claimed in claim 1, wherein there

24   is further included a step of creating a parameter that defines a certain characteristic of at

25   least one of said first and second images.

26   4.   The method of operating a client system as claimed in claim 3, wherein said

27   creating step creates a set of parameters that define certain characteristics of said one image,

1 and there is further included the steps of creating a webpage that presents a set of keys

2 corresponding to said set of parameters, and transmitting said webpage to the client server,

3 whereby the user may click on a desired one of said set of keys to select a corresponding one

4 of said set of parameters.

5   5.   The method of operating a client system as claimed in claim 3, wherein said

6 parameter relates to the color of said first image.

7   6.   The method of operating a client system as claimed in claim 3, wherein said

8 first mentioned parameter defines the certain characteristic of said first images, and there is

9 further included the step of creating a second parameter that defines a certain characteristic

10 of said second images.

11   7. The method of operating a client system as claimed in claim 6, where the certain

12 characteristic is color.

13   8. The method of preparing a server to support a client system to construct a

14 composite image, the component parts of said composite image comprising first and second

15 images, said method comprising the steps of:

16   a)   constructing at the server first and second libraries;

17   b)   inputting to the server data representative of sets of said first and

18 second images, each of said second images having a periphery and data representative of the

19 relative position of first and second points, said first and second points lying on said

20 periphery of said second image;

21   c)   generating from said data representative of said second images said set

22 of said second images, and loading said set of said second images into said second library;

23 and

24   d)   generating from said data representative of said first images said set of

25 said first images and loading said set of first images into said first library.

1   9.   The method of preparing a server as claimed in claim 8, wherein said first

2 image represents a promotional product, said second image represents a logo and said

3 composite image is said logo superimposed on said promotional product.

4   10.   The method of preparing a server as claimed in claim 8, wherein there is

5 further included a step of creating and storing in memory a set of first parameters that defines

6 a certain characteristic of said set of said first images.

7   11.   The method of preparing a server as claimed in claim 10, wherein there is

8 further included a step of creating and storing in memory a set of second parameter that

9 defines a certain characteristic of said set of said second images.

10   12.   The method of preparing a server as claimed in claim 11, wherein said set of

11 said first parameters define color.

12   13.   The method of preparing a server as claimed in claim 12, wherein said set of

13 said second parameters define color.

14   14.   The method of preparing a server as claimed in claim 11, wherein said second

15 parameter defines the relative size of said second image as compared to the size of said first

16 image.

17   15.   The method of preparing a server as claimed in claim 10, wherein there is

18 further included a step of preparing a webpage bearing a set of keys designed to be clicked

19 on by a user at the client system to select one of said set of first parameters to define a

20 corresponding characteristic of said first image.

21   16.   The method of preparing a server as claimed in claim 8, wherein there is

22 further included the step of preparing a webpage bearing indicia designed to be actuated by a

23 user of the supported client system to select one of said set of said second images and to

24 embed the selected second image into said webpage to be downloaded to and displayed by

25 the supported client system.

26   17.   The method of preparing a server as claimed in claim 16, wherein there is

27 further included the steps of creating and storing in memory a set of parameters that defines a

28 certain characteristic of said second image and of preparing a second webpage bearing

1   indicia designed to be actuated by the user of the supported client system to select one of said

2   set of said second parameters to define that characteristic of said selected second image.

3   18.   The method of preparing a server as claimed in claim 17, wherein said

4   parameter defines the particular color of said second image.

5   19.   The method of preparing a server as claimed in claim 17, wherein there is

6   further included the step of preparing a third webpage bearing indicia designed to be actuated

7   by the user of the supported client system to select one of said set of said first images and to

8   embed said selected first image into said third webpage to be transmitted to and displayed by

9   the supported client system.

10   20.   The method of preparing a server as claimed in claim 19, wherein there is

11   further included the steps of creating and storing in memory a set of second parameters that

12   defines a certain characteristic of said corresponding first images and of preparing said third

13   webpage to bear further indicia to be actuated by the user of the supported client system to

14   select one of said set of first parameters to define that characteristic of the selected first

15   image.

16   21. A server adapted to support a client system to generate a composite image, the

17   component parts of said composite image comprising first and second images, said server

18   comprising:

19   (a)   a programmed processor for receiving and responsive to data

20   representative of a set of said second images to generate a corresponding set of templates,

21   each template bearing a corresponding one of said set of said second images;

22   (b)   a second library for storing said set of templates;

23   (c)   a first library for storing data representative of a set of said first images;

24   and

25   (d)   said programmed processor facilitating a communication session with

26   the supported client system to permit the user of the client system to select one of said set of

27   said first images and one of said set of said second images, said programmed processor

28   responsive to the user selection of one of said set of said second images to access from the

1 second library that template said selected second image and to the user selection of one of

2 said set of said first images to add said selected first image to said selected template.

3 22. The server adapted to support a client system as claimed in claim 21, wherein

4 there is further comprised a memory for storing at least one webpage bearing indicia

5 designed to be actuated by a user of the supported client system to select a corresponding one

6 of said set of said second images, said programmed processor responsive to the actuation of

7 one of said indicia to select the corresponding one of said set of said second images for

8 embedding said selected second image into said webpage to be transmitted to and to be

9 displayed by the supported client system.

10 23. The server adapted to support a client system as claimed in claim 22, wherein

11 said memory stores a set of parameters, each of which defines a certain characteristic of said

12 corresponding second image and a second webpage bearing indicia designed to be actuated

13 by the user of the supported client system to select one of said set of said parameters to

14 define that characteristic of said selected second image, and said programmed processor is

15 programmed to respond to the actuation of an indicia of said second webpage corresponding

16 to a selected one of said set of said parameters to set that characteristic of said second image.

17 24. The method of preparing a server as claimed in claim 8, wherein there is further

18 included the step of formatting the data of said first images as an array of pixel elements.

19 25. The method of preparing a server as claimed in claim 8, wherein there is further

20 included a step of configuring each of said second images as a logo.

21 26. The method of preparing a server as claimed in claim 8, wherein there is further

22 included a step of configuring said second image as a logo, and a step of configuring said

23 first image as a product.

24 27. The method of preparing a server as claimed in claim 24, wherein there is

25 included a plurality of said formatted second images and there is included a step of storing

26 said plurality of said formatted second images in the second library.

28 The method of preparing a server as claimed in claim 24, wherein there is further included the step of responding to the positional data of said second image to represent said second image as an array of pixels.

29. The method of preparing a server as claimed in claim 28, where there is further included a step of merging said array of pixels related to said second image, whereby said second image is superimposed on said first image.

30. The method of preparing a server as claimed in claim 29, wherein there is further included a step of configuring said second image as a logo, and said first image as a product.

31. The method of preparing a server as claimed in claim 8, where there is included a step of setting said first image to a default color.

32. The method of preparing a server as claimed in claim 31, wherein there is further included a step of setting said second image to a default color.

33. The method of preparing a server as claimed in claim 32, there is further included the step of providing first and second parameters for setting said default colors of said first and second images respectively.

34. The method of preparing a server as claimed in claim 8, wherein there is included a step of disposing at least one placement hook on said first image to facilitate the superimposing said second image on said first image in a desired relationship to said first image.

35. The method of preparing a server as claimed in claim 34, wherein there is included a further step of representing said second image as a logo and said first image as a product, whereby said one placement hook may be used to position said logo on said product.

36. The method of preparing a server as claimed in claim 8, wherein there is further included the step of normalizing the dimensions of said second image and storing said normalized second image in the second library.

1   37. The method of preparing a server as claimed in claim 36, wherein there are a

2   plurality of said second images, said step of normalizing normalizes the dimensions of each

3   of said plurality of said second images, and storing said plurality of said normalized images

4   in said second library.